

## V. COMMERCIAL AREAS

### The Retail Trade Area

Goldsboro is the leading retail sales center in Wayne County. However, in analyzing the retail activity, consideration has been given not only to the city and county in which it is located, but also to the region it serves, that is, the retail trade area. To obtain a crude definition of Goldsboro's retail trade area, Reilley's law of retail gravitation was used. This law generally states that the attraction of a retail business center on any one segment of the population is proportional to the relative size of that center and inversely proportional to the distance from that center. Once roughly defined, this area was then modified to take into consideration the distribution of newspaper circulation and sales information from the Audit Bureau of Circulation and Sales Management Magazine. By further adjustment of this area to conform to the nearest political boundaries, it is seen that all of Wayne County and the adjacent townships in Greene, Lenoir, Duplin, Samson, and Johnston Counties form the area that depends primarily on Goldsboro for its shopping needs.

It is assumed that the growth of the volume of region serving business will vary proportionately with the growth in the retail trade area population. Estimates reveal that the retail trade area population will increase by approximately 26%. Thus, 26% has been used as an expansion factor to determine the future space requirements of Goldsboro's central business district and other region serving businesses in the planning area.